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TWENTY-FIRST YEAR—No. 42

CIVIC CENTER RECOMMENDED FOR MUNICIPAL BUILDINGS

Committee of Forty Practically Unanimous in Support of Locating New Buildings in Vicinity of City Hall

Recommendation that the new city hall, public library and municipal auditorium be grouped in a civic center to be located in the immediate vicinity of the city hall was voted Monday evening by the Committee of Forty, representing various organizations and industrial plants. The action of the committee was unanimous except for the single negative vote of Mrs. Flora Waters who represented the Woman's Benefit Association.

The meeting of the Committee of Forty was held in the council chambers over the fire hall and was characterized by many who attended as being one of the most harmonious gatherings on civic matters which has ever been held in Torrance. B. W. Lanz, representing the employees of the Columbia Steel Company, was chosen chairman, and R. J. Deininger, representing the public at large, was chosen secretary.

One by one the 28 delegates present were called upon by Chairman Lanz to express his or her views as to the location of the new municipal buildings. All representatives favored the civic center except Mrs. Waters, who spoke in favor of locating the auditorium and library in the vicinity of the high school. Following a two-hour discussion during which ample opportunity was given by Chairman Lanz for every representative to talk, the committee adopted the following motion which was sent to the city council:

"That the consensus of the group be that we recommend to the city council that Torrance have a Civic Center for the new municipal buildings in the immediate vicinity of the city hall."

Present at the meeting Monday, October 14, 1935.

Postmaster Is Grateful For Help of the HERALD

Torrance, California, October 16, 1935.

Mr. Grover Whyte, Owner and Publisher Torrance Herald & Lomita News, Torrance, California. My dear Mr. Whyte: As this week has been set aside as "Newspaper Week," I thought it would be the proper time, as postmaster, and one who is called upon quite often to secure publicity for certain problems confronting the Post Office Department, to thank you and your wonderful "staff" for the many favors you have granted this office. Also I want to compliment you for the fine paper you are giving the community, because you are really giving the paper to us, as far as receipts from subscriptions and "local support" is concerned, and I am sure that were it not for the national advertising that your paper carries, we would be getting a much less valued newspaper service. With good wishes to yourself and employees, and continued success, I am respectfully yours, CHAS. E. CONNER, Postmaster.

Hello, Folks! Don't You Like Our New Face?

THE HERALD today presents a new face to its readers. It is fresh from the "Inter-type" beauty shop and this newspaper trusts that it will be noted and appreciated. Its introduction this week is quite appropriate when the entire press of California is celebrating Newspaper Week.

The new type face which you are now reading is known to the trade as "Ideal News" and is the result of many years of experimenting by leading type machine companies. Eminent oculists throughout the nation have praised it for its easy reading qualities. The problem was to get a larger and more readable type and yet one which would not eat up too much precious space. The new type is a little darker than the old and is easier to read for that reason, as well. It was the unanimous choice of Herald employees.

Other newspapers which have adopted this newer and more readable type face include: Los Angeles Examiner, Los Angeles Post-Record, Long Beach Press-Telegram, New York Sun, Cincinnati Enquirer, Chicago American, St. Louis Globe Democrat, and hundreds of other leading newspapers of the country. The following paragraphs, printed in both the old and new type styles, demonstrate what has been accomplished in the way of easier reading matter:

In the Old Type:
Memphis Grows Bananas
MEMPHIS, Tenn. (U.P.)—Union avenue in Memphis has taken on a tropical atmosphere now with the growth of banana trees which have borne fruit this year for the first time. The fruit, still green but of good size, has attracted much attention.

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City Acquires Shallow Lake At Water Well Site

Overflow From Pumping Operations Fills Lowlands West of Cedar

In addition to its other scenic attractions, Torrance has acquired a good-sized lake, since the workmen at the city well have been pumping it out. The new well is now making over 1,700 gallons a minute, and this water is permitted to flow into the vacant tract north of the site, where it has formed a shallow lake covering several acres. Recently the overflow began to run off along Cedar avenue, but this outlet has been diked and a ditch cut through to let the water flow into another low place. As soon as the well is thoroughly cleaned out and samples have been checked, the well will probably be capped to await the construction of the steel storage tank. Work on this project will start in a short time, as bids on the remaining three units of the waterworks system will be opened at a meeting of the city council on October 29.

Startling Statistics!

The publishing business is California's second largest industry! Greater than oil, fruit, gold mining—exceeded only by movies!

The payroll of your local newspaper is greater each week than the money local subscribers and local advertisers pay into it. And 98% of this payroll is spent at home!

The first American newspaper was sometimes 13 months behind on news. Today's paper often gets news to you a few minutes after it happens. Mailing a penny postcard to 5,000 persons would cost you two hundred times as much (or more) than sending the same message through your newspaper's classified advertising page.

There are over 52,000 chances for making a typographical error in a single newspaper page of type—yet seldom do you find one? Enough paper to sink a battleship is used in one week by California newspapers—and enough ink in six months to float one!

Sacramento, Washington and the world have only one way to find out what this community thinks—your local newspaper is the mirror of local opinion. Over \$20,000,000 to charity in advertising and publicity space is donated by newspapers annually. The richest philanthropist in town doesn't do so much for charity as your own newspaper.

Unemployed Young People Wanted To Register Here For NYA Jobs

Unemployed young people between the ages of 18 and 25, who are not attending school, will get a break in this district through the National Youth Administration movement, which is being set up in Torrance this week. Many communities in the United States are taking advantage of this opportunity to put their idle young people to work at a regular wage for part time employment, the bill being paid by the United States government which is attempting to do something for young people who find themselves at a loose end, since their school days are done, and they have not connected with regular jobs. Both young men and women are eligible.

At least 40 young people are wanted to register here, at the office of Judge Robert F. Lessing, which is located upstairs over the police station. A list of 15 has been obtained from the LACRA headquarters, giving the names of seven eligibles from Torrance, four from WALTERIA and four from Gardena, but this number is not enough to take care of the projects which have been lined up by the city of Torrance. All youths of the required ages are eligible, and it is not necessary that they shall be registered with the LACRA to obtain these jobs, which will include office and clerical work as well as rough labor. Residents of Torrance, WALTERIA, Gardena, Lomita and adjacent territory may register. Pay for 40 hours will be at the rate of \$19, \$22 and \$25, depending on the type of work that is performed. The hours may be worked off all in one week, or spread over the month, and the registrants will be rotated in the jobs so that a larger number may be employed.

While it is not the object of the government to furnish this type of employment as a steady job, it serves to provide a little earning power, and leaves the worker free to seek other employment during his time off. Judge Lessing expressed a hope that many of the unemployed young people of the district would take advantage of the chance, and apply at once. Redondo Beach and several other cities in this vicinity have already started NYA projects, and are providing jobs for their young people. Projects which the city plans to set up here if enough young men and women register will include clerical work in the police department, police judge's office, city engineer's office, stenographic, filing, typing, which will be classified as skilled labor and command the higher salaries. Recreation work such as directing games, will also come under this class. Unskilled workers will be employed in various jobs, in the park and about town.

Representatives Go to Capital To Urge Approval of Projects

Eighteen school districts throughout the county today were raising funds to send representatives to Washington in the interests of obtaining favorable action on applications that would provide funds for reconstruction of schools under PWA projects.

Deputy County Counsel W. B. McKesson and James L. Beebe, attorney and bond expert, were appointed to go to the National capital within the next few days. Only representatives of school districts who had PWA applications pending were called to attend the conference held Wednesday afternoon at the Hall of Records. The cash was either on hand or else bonds already had been voted, the representatives said. Among them was Pomona city school district, with a request for a federal grant of \$48,470, and Whittier school district, requesting a school of \$22,834 for construction of a cafeteria building. Plans for both the Pomona and Whittier schools are being prepared.

SHUTDOWN
A burned-out motor in the sheet mill at the Pittsburg plant of the Columbia Steel Company, caused a shutdown that threw 350 men out of work. The damage is expected to be repaired by October 28.

RAINFALL
At Torrance high school the rain gauge showed one-half inch rainfall for the shower of Monday night.

New Hours Now Established At Library

Beginning last Monday, October 14, the Torrance branch of the county library went on a new schedule of hours, from 12 noon to 8:30 p. m. daily except Sunday.

The new librarian, Mrs. Dorothy Jamieson, is now in charge and is being assisted by Miss Kathleen Goss, who is a graduate of the Riverside Library school, and has had experience in school libraries.

Announcement of the appointment of Miss Phyllis Knorr as assistant, which was made last week, was not confirmed, due to the fact that the position is under civil service rules, and Miss Knorr, while fully qualified, is not yet a citizen. The young lady is a native of Canada, and while she has applied for citizenship she will not receive her final papers until January, which precluded her appointment at this time.

INSTRUCTOR DIES IN FALL FROM HORSE

S. E. Merrill, Agriculture Department Head, Fatally Injured Sunday

S. E. Merrill, head of the agriculture department at the Torrance high school, was fatally injured at Redondo Beach Sunday afternoon, when he fell from the back of a horse and struck his head against a curb. Merrill received a basal skull fracture, from which he died soon after he had been taken to the Hermosa-Redondo hospital. By an ironic trick of fate, the spot where Merrill struck was less than a foot from the end of the curb. Mr. Merrill, in company with his son John, and daughter Mary, had gone for a horse-ride, the two children on the one horse, and Merrill on the other. According to what could be learned from the fatal accident, John whose horse was following, kicked the animal to bring it alongside the one his father was riding. As this horse came alongside, Merrill's horse also broke into a fast gait and the two became unmanageable. After a short distance the little girl was thrown off, and the father called to John to jump. Merrill was riding without saddle or bridle, guiding his horse with a hackamore, and was unable to bring it under control. John stated that at this time he looked back and saw his father close his eyes and topple from the horse.

Some motorists who had seen the affair, quickly stopped at the scene and aided in getting Merrill to the hospital. Neither of the children were seriously hurt. The loss of this instructor's services at the Torrance high school is almost an irreparable blow, as he had placed the agricultural department on a very high plane and had made many plans for continuing his improvements which will be hard for a newcomer to carry out. Due to his great interest and exceptional ability Torrance high school students, over a period of years have been consistent winners in every agricultural contest in which they have been entered, and the school has many trophies to show for his untiring work with the boys and girls of his classes. Efforts are being made to find someone capable of taking over his work, but so far no one has been found who fills the requirements. In addition to his teaching certificates, Merrill was also a member of the California Agricultural Experiment Station.

MRS. BLACKHALL and daughter hurt IN ACCIDENT

Mrs. Norman Blackhall and her daughter Ruth, 1020 Acacia, are at their home today recovering from painful injuries received yesterday when their car swerved off the road on Willow street east of Main, and struck a telephone pole. A tire blow-out is thought to have been the cause of the crash which completely wrecked the car. Mrs. Blackhall received deep cuts in her neck and head, and has an injured shoulder which will be X-rayed to determine the nature of the injury. Miss Blackhall also was out and bruised, but neither were seriously hurt and are now improving.

CITY REQUESTS BIDS ON LOTS FOR MUNICIPAL BUILDINGS

Sealed Bids For Sale of Property Within Civic Center Area to Be Opened Next Tuesday At 8:45 P. M.

Owners of lots located near the city hall, which would be suitable as building sites for the new municipal auditorium and public library, were requested last evening by the Torrance city council to submit sealed bids for the sale of their property. Bids will be opened October 22, at 8:45 p. m.

Pastor Receives Call To Church At Beach City

Rev. K. J. Winkler Preaches Last Sermon at M. E. Church Here

Last Sunday marked the close of Rev. Kemp J. Winkler's service as pastor of the local Methodist church. Some three weeks ago Rev. Winkler received a call from the bishop of this area to assume the pastorate of the Community Methodist church in Newport Beach. The call was a complete surprise both to Mr. Winkler and to members of the congregation, and it was only after long deliberation that a decision to accept was arrived at. Mr. Winkler has been in Torrance over four years as pastor.

He makes the following statement for the people of the TORRANCE STORY: Page 6

M. & M. Trucking Gets Contracts

M. & M. Trucking Service, operated by Jack Miller, has been awarded contracts for pick-up and delivery of freight and express for the Santa Fe and Pacific Electric railways. The award, according to Mr. Miller, was made on the basis of service and efficiency, with no reduction in the rates paid for the work. The M. & M. is fully equipped to do all classes of hauling, local and long distance, quickly and with satisfaction to patrons.

CEMENT STOLEN

Fifteen sacks of Portland cement were stolen from the Sidebotham Sand & Gravel Company warehouse on their property in the foothills on Pennsylvania avenue, Lomita, some time Sunday. Entrance was made by breaking the lock on the door.

Mayor Lauds Herald For Civic Helpfulness

"Torrance, Calif., October 14, 1935"

"Mr. Grover Whyte, Editor, The Torrance Herald, Torrance, California."

"To the Editor of the Torrance Herald:

"May I express my genuine appreciation for the very splendid spirit you have manifested in fostering and starting movements for Community building and betterment. "Newspaper Week gives us this opportunity and it only seems right that a private citizen recognize and be given this chance to say a word of encouragement during this up-hill depression pull, to a Newspaper that has had the courage and vision to take a definite stand for Community enterprise. "The influence of such a Newspaper in a City such as Torrance is very great, and when we see every influence that has any merit, encouraged by the proper printed word and witness the public reaction to such enterprise, we do feel that Torrance should be proud of its local Newspaper. "Torrance has had a lot of growing pains, naturally would have, and a new spirit of unity is manifesting itself. It is becoming something more than a lot of houses and streets, or as the slogan says, "A Modern Industrial City." Will we develop a Civic pride with the coming of such a spirit? Only recent accomplishments, Municipal Waterworks, Municipal Buildings, Government Buildings, added to the already splendid start given by such as a thoroughly modern hospital, fine schools, churches, parks and playgrounds and many others all acknowledge the helpful hand extended by the Torrance Herald in helping to develop such a well-rounded program. "My Congratulations, Sincerely, "SCOTT R. LUDLOW, "Mayor, City of Torrance."

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